

UMS FPEP Holds Article Writing Workshop

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FRIDAY, 13 MAY – About 40 lecturers of the Faculty of Business, Economics and Accounting (FPEP) attended the Article Writing Workshop jointly organised by the office of FPEP and Strategic

Communications Section, Corporate Relations Division (BPK).

Held at the MBA Conference Room, FPEP, the half-day workshop which began at 8.30 am saw guest speaker from BPK, Che Hasruddin Che Hasan, delivering a talk on “Article Writing According to UMS Guidelines”.

This was followed by a session by lecturer of Corporate Communication, FPEP, Jakaria Dasan sharing his experience in a talk entitled, “Article Writing Practical Techniques: TM IS OK”.

Dean of FPEP, Professor Dr. Rasid Mail when speaking at the opening ceremony said the Workshop was organised so that lecturers could see article writing as a means to enhance the culture of writing research results according to their expertise.

According to him, the press was no less important because people were more sensitive to news or research written in the newspapers and available journals, and to make people more aware of the expertise available in UMS besides making UMS as their reference point in the future.

“Lecturers should see article writing as a necessity, because lecturers are 'subject –matter expert' who can share their expertise with the public.

“This will also help enhance the people’s life through the sharing of knowledge by the lecturers through article writing in the papers,” Professor Dr. Rasid Mail added.

Meanwhile, Che Hasruddin in his session stressed on some specific rules that should be looked into by lecturers in producing an article where lecturers should also be more sensitive about current issues when writing.

“In this connection, an article should be able to contribute to the current issues that are going on. However, focus should also be given to the results of their research, that could be beneficial and made known to all,” he said.

Jakaria Dasan in his slot also highlighted some technical matters relating to income generation and devising an article.

According to him, readers only have 3 seconds to decide whether to read an article or not, hence title plays a very big role.

“A short and interesting title and written as brief as possible should be emphasised when selecting the title to attract your readers.

Besides current and sensational issues, an article is also read because of the style of writing. Therefore, when writing an article, the writer must think that he or she is representing the newspaper and not simply representing the organisation.

“This will make the writers be more alert in analysing issues and not be frivolous,” he stressed.

According to Jakaria, using simple analogy, issues would be the poison , whilst articles written by lecturers would be the antidote.

The Article Writing Workshop chaired by the Deputy Dean of Research and Innovation FPEP, Dr. Noor Fazlinda Fabeil among others aimed at inspiring the culture of writing amongst its lecturers, and would be continued in Series 2 in the near future with focus on practical and a session with Editors of selected newspapers. – (*fl*)

Source: Jakaria Dasan, FPEP